

## REMARKS

In response to the Office Action dated June 14, 2007, Applicants respectfully request reconsideration based on the above amendments and the following remarks. Applicants respectfully submit that the claims as presented are in condition for allowance.

The specification was objected to and has been amended to address the items raised by the Examiner. The Examiner objected to an alleged incorporation by reference, but a review of the specification indicates that there is no incorporation by reference in the specification.

Claims 1-20 were objected to and have been amended to address the items raised by the Examiner.

Claims 17-20 were rejected under 35 U.S.C. § 101 and have been amended to recite a computer readable medium, which is a statutory physical structure.

Claims 1-20 were rejected under 35 U.S.C. § 102 as being unpatentable over Tavor. This rejection is traversed for the following reasons.

Claim 1 recites, *inter alia*, “applying the new set of relations includes associating terminology of a retailer independent ruleset with schema terminology of a retailer database system by mapping terms from the retailer independent ruleset to terms in the retailer database system and serializing the mapped list into machine readable form.” Support for these features is found on at least page 24 of Applicants’ specification. Tavor fails to teach these features. Tavor teaches guiding the user through a series of menus corresponding to departments of related goods, but provides no teaching of associating terminology as recited in claim 1. Thus, Tavor cannot anticipate claim 1.

For at least the above reasons, claim 1 is patentable over Tavor. Claims 2-8 variously depend from claim 1 and are patentable over Tavor for at least the reasons advanced with reference to claim 1. Claims 9 and 17, as amended, recite features similar to those discussed above with reference to claim 1 and are patentable over Tavor for at least the reasons advanced with reference to claim 1. Claims 10-16 and claims 18-20 depend from claims 9 and 17, respectively, and are considered patentable for at least the same reasons.

Claims 1-20 were rejected under 35 U.S.C. § 102 as being unpatentable over Linden. This rejection is traversed for the following reasons.

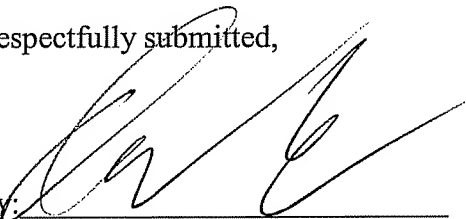
Claim 1 recites, *inter alia*, “applying the new set of relations includes associating terminology of a retailer independent ruleset with schema terminology of a retailer database system by mapping terms from the retailer independent ruleset to terms in the retailer database system and serializing the mapped list into machine readable form.” Support for these features is found on at least page 24 of Applicants’ specification. Linden fails to teach these features. Linden teaches associating products based on prior purchases. For example, Linden teaches that products A and B are related because a large number of consumers bought both A and B. Linden provides no teaching of associating terminology as recited in claim 1. Thus, Linden cannot anticipate claim 1.

For at least the above reasons, claim 1 is patentable over Linden. Claims 2-8 variously depend from claim 1 and are patentable over Linden for at least the reasons advanced with reference to claim 1. Claims 9 and 17, as amended, recite features similar to those discussed above with reference to claim 1 and are patentable over Linden for at least the reasons advanced with reference to claim 1. Claims 10-16 and claims 18-20 depend from claims 9 and 17, respectively, and are considered patentable for at least the same reasons.

In view of the foregoing remarks and amendments, Applicants submit that the above-identified application is now in condition for allowance. Early notification to this effect is respectfully requested.

If there are any charges with respect to this response or otherwise, please charge them to Deposit Account 09-0441.

Respectfully submitted,

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